

# The New Meeting Point for Global Trade



## 20. TURKIYE - WORLD TRADE BRIDGE

CONSTRUCTION • CONSTRUCTION MATERIALS • FURNITURE AND RELATED MACHINERY

JUNE 17-18, 2014/ISTANBUL EXPO CENTER (Halls 9-10-11)



**TUSKON**

Confederation of Businessmen and Industrialists of Türkiye



## Construction, Construction Materials, Furniture and Related Machinery

The Confederation of Businessmen and Industrialists of Türkiye (TUSKON) is organizing a new track of its world famous series of international business summits, Türkiye World Trade Bridge, on June 17-18, 2014 in Istanbul.

TUSKON's World Trade Bridge series have gained a wide recognition in international business circles since the first trade bridge program in 2006. Similar to the first sectorial program in 2011, Türkiye World Trade Bridge 2014 (TWTB 2014) will have a sectorial focus as well and it will cover sectors of Construction, Construction Materials, Furniture and Related Machinery.

TWTB 2014 possesses the most essential characteristics of trade bridge concept such as product exhibition, scheduled B2B meetings, historical and cultural tour of Istanbul, factory and company visits and optional business trips to different parts of Türkiye.

### TWTB 2014 has the following highlighted characteristics

- It targets importers/import companies operating in the fields of Construction, Construction Materials, Furniture and Related Machinery.
- Total number of international participants is fixed at 2000.
- There will be 600 product display booths and 2.100 participating Turkish exporters.

### Who Should Participate

Buyers, resellers, importers and distributors in the fields of construction, construction materials, furniture and companies dealing with all kinds of machinery in these fields.

### Why Should I Participate?

- TWTB 2014 is a highly professional international business summit. It is open only to registered companies selected among thousands of applicants from Türkiye and the World.
- You can participate in 2 day long B2B meetings with Turkish companies.
- The event is organized by TUSKON which is the largest and most widespread Turkish business NGO with 55.000 member businesspeople representing more than 140.000 companies.
- Leading 600 Turkish manufacturers will participate with their product display booths. 2.100 distinguished Turkish businesspeople will participate in B2B meetings at stands.
- TWTB 2014 is targeting specific sectors and product groups making the event even more promising for international companies.
- You will have the chance to meet with superior quality products at more reasonable prices.
- You will experience the level of industrial development of Türkiye which is one of the most dynamic and the fastest growing economies of the world.
- TWTB 2014 is a platform where you can meet with reliable Turkish exporters, manufacturers, investors and traders.
- TWTB 2014 is free for international applicants.





## Discover the quality of Turkish products at TWTB 2014

Main Sectors	Subsectors and Product Groups
<b>Construction and Construction Materials</b>	<ul style="list-style-type: none"> <li>• Prefabricated, Steel and Wooden Buildings</li> <li>• Elevators, Moving Stairways, and Spare Parts</li> <li>• Iron Bars, Steel and Metal Plates</li> <li>• Marble and Other Natural Stones</li> <li>• Bathroom and Kitchen Accessories</li> <li>• Shower Cabin, Bathtub, and Sinks</li> <li>• Faucets, Mixers and Taps</li> <li>• Ceramics, Tiles and Flooring Materials</li> <li>• Isolation Products and Systems</li> <li>• Construction Chemicals</li> <li>• Air Conditioning Systems</li> <li>• Light, Sound, and Lightening Equipments</li> <li>• Water Treatment Systems, Pool and Steam Bath Equipment</li> <li>• Door, Window, Jalousie, and Shades</li> <li>• Electronics, Security and Camera Systems and Equipments</li> <li>• Electrical Plugs and Sockets, Low and High Voltage Cables</li> <li>• Cement, Concrete, And Bricks</li> <li>• Ironmongery and Hardware Equipment</li> <li>• Handcarts, Ladders, Stage and Shelf Systems</li> <li>• Dye, Wallpaper and Wall Coverings</li> <li>• Steel, Wooden and Security Doors</li> <li>• Landscaping Products</li> <li>• Steel, Wooden and Security Doors</li> <li>• Roof and Glass Balcony Covering Systems</li> <li>• Solar Energy and Generator Systems</li> <li>• Metal, Aluminum, Plastics, Pvc Pipe and Joints</li> </ul>
<b>Furniture</b>	<ul style="list-style-type: none"> <li>• Home Furniture</li> <li>• Teenage and Children Rooms</li> <li>• Bathroom and Kitchen Furniture</li> <li>• Furniture Accessories</li> <li>• Home and Office Decoration Products</li> <li>• Office Furniture</li> <li>• Hospital Furniture</li> <li>• Hotel Furniture</li> <li>• Metal, Wood, Plastic and Bamboo Furniture</li> </ul>
<b>Related Machinery</b>	<ul style="list-style-type: none"> <li>• Construction Machinery</li> <li>• Building Materials Production Machinery</li> <li>• Wood-Processing Machinery</li> <li>• Metal Processing Machinery</li> <li>• Furniture Making Machinery</li> <li>• Machine Spare Parts</li> </ul>



### TWTB 2014

Participating Countries	140
International Participants	2.000
Turkish Participants	2.100
Product Display Booths	600
B2B Meetings	40.000



# WHY TURKIYE?

**A chance for building fruitful business relationship,  
following global trends and a close look  
for the offers of the Turkish market.**

## Construction, Contracting and Building Materials

- The second largest construction export industry in the world is in Turkiye. 33 contractors from Turkiye are in the list of Engineering News Record's (ENR) Top 225 International contractors.
- The total value of projects the Turkish construction industry secured outside of the country in 2013 was 31.3 billion U.S. dollars, increasing 20 percent compared to that of 2012.
- Turkiye is within the top 12 producers of construction materials in the world.
- Basic construction materials of Turkish Industry are cement, building steel, timber, bricks, PVC, polyethylene, glass, ceramic tiles and sanitary ware, being especially strong and competitive in producing construction steel, cement, ceramic and glass products.
- Turkish contractors have completed about 6.500 projects in 93 countries. Total value of the projects made by Turkish contractors abroad has reached \$205 billion.

## Furniture

- Turkiye is a country that makes high quality of furniture! Turkish Furniture Industry has more than 60.000 companies, including manufacturers and retailers. Istanbul, Ankara, Kayseri, Inegöl and Izmir are Turkiye's leading furniture production locations. Increasing its output capacity each year with new investments, Turkish furniture exports to 173 countries on 5 continents worldwide.
- High technology is used in Turkish Furniture Industry! Producers in Turkiye closely implement the standards of the global furniture technologies, continuously renewing their machine fleets and using state-of-the-art technologies.
- Different kinds of products by affordable prices! Distinguished for high-quality materials and original designs, Turkish furniture products are renowned for the good price / cost balance. Operating in an effective and professional manner, Turkish furniture companies always offer best quality at best prices. Being fast and delivering on time are important concerns for Turkish producers! Proximity to all markets and power derived from new technologies and qualified labor makes it possible to deliver rapidly and on time.

## Related Machinery

- Turkish construction machinery manufacturers and exporters follow European and international standards and norms. The obligation to affix the "CE Mark" was imposed on the Turkish market in 2002.
- 4th biggest market in Europe and 11th of the World counts the 9th production place in Europe.
- In 2014, Turkiye construction machinery export is expected to be total of 3 Billion USD.





# About TUSKON

## Our Structure

The Confederation of Businessmen and Industrialists of Türkiye (TUSKON) is a non-governmental and non-profit umbrella organization for 7 business federations and 211 business associations.

- TUSKON today represents 55.000 businesspeople and more than 140.000 companies and it is the largest business NGO in the country.
- TUSKON has a member association in every city and important district of the country and in this respect TUSKON is the most widespread business NGO in Turkish business community.

## Our Linkages

Being the most widespread business NGO in Türkiye, TUSKON has the widest and strongest domestic linking capacity in the country.

- This linkage mainly includes our member federations and associations, and some non-member partner organizations.
- With this domestic linkage capacity, TUSKON is able to provide services including-but not limited to- organizing trade delegations from/to Türkiye, trade and investment match-making activities and helping international companies reach relevant and reliable counterparts in Turkish business community.
- TUSKON's strength and pioneering role in Turkish business community does not only come from its capacity in Türkiye, but also from its highly developed international linkage.
- Today, TUSKON has five representative offices in Washington DC, Brussels, Moscow, Beijing and Addis Ababa.
- In addition, TUSKON has partner business institutions and representatives in 130 countries.
- This international linkage enables TUSKON to organize bilateral and multilateral business match-making activities not only in Türkiye but also in different regions and countries.

# Recently Organized Trade Bridge Events

	Participant Countries	Participant Business People	Details
<b>Turkiye World Trade Bridge 2009</b>	135	5.250	A total of 27 ministers and acting ministers, 24 presidents of chambers of commerce, 61 journalists, 63 government officials including ambassadors.
<b>Turkiye World Trade Bridge 2010</b>	136	4.500	Istanbul Trade Ministers Meeting was organized for the second time during TWTB 2010 with the participation of 40 ministers and acting ministers.
<b>United Nations IV. Least Developed Countries Conference</b>	150	2.147	The IV. Conference included a private sector track for the first time in the history of LDC conferences. The private sector track was consisted of a trade expo, B2B meetings and a business forum. United Nations, the organizer, and the Ministry of Foreign Affairs, the host, chose TUSKON to organize this private sector track.
<b>Turkiye World Trade Bridge 2011</b>	85	1.732	Turkiye World Trade Bridge 2011 had a sectoral focus for the first time in the history of World Trade Bridges. Focused on Construction and Construction Materials.
<b>Turkiye Africa Trade Bridge - TATB7</b>	43	1.300	Turkiye Africa Trade Bridge-7 (TATB7) which is the 7th business summit between Türkiye and Africa organized by TUSKON.
<b>Turkiye World Trade Bridge 2012 (June)</b>	130	2.970	Focused on Construction, Construction Materials, Home Textile and Related Machinery.
<b>Turkiye World Trade Bridge 2012 (November)</b>	130	2.160	Focused on Construction Projects, Construction Materials, Furniture, and Related Machinery
<b>Turkiye World Trade Bridge 2013 (June)</b>	130	3.000	Focused on Construction Projects, Construction Materials, Furniture, and Related Machinery.
<b>Turkiye World Trade Bridge 2013 (November)</b>	130	2.500	Food, Agriculture, Fast Moving Consumer Goods and Related Machinery,





## Frequently Asked Questions

### 1 Who is eligible for TWTB 2014?

TWTB 2014 is only open to importer companies. An applicant should have an interest to import from Türkiye at least in one product group among target sectors.

### 2 What if my company has some operations in sectors other than the target sectors and industries? Will I be able to make B2B meetings in these additional sectors as well?

If your company has an interest or operation in other fields of business in addition to your operations in any of targeted sectors, construction, construction materials, furniture, and related machinery, then TUSKON will find you new counterparts in these additional fields as well. However please keep in mind that your main purpose of participation should still be to meet with Turkish companies in targeted sectors.

### 3 I do not speak Turkish. How will I communicate with Turkish business people during B2B meetings?

There is no problem if you do not speak Turkish or a Turkish participant does not speak any foreign language since TUSKON will provide an interpreter who will be able to translate from your own language into Turkish and vice versa during B2B meetings.

### 4 What are the mandatory and optional parts of the events?

The main activities on June 17-18, 2014 Tuesday and Wednesday are mandatory to participate. Istanbul city tour on June 16, 2014, Monday and visits to different Anatolian cities on June 20-21, 2014 Thursday and Friday are optional.

### 5 What are the recommended latest arrivals and earliest departure dates?

You must arrive at Istanbul no later than the evening of June 16, 2014 Monday. You also should not leave the event before the close of the event on June 18, 2014 Wednesday at 18:00.

### 6 What is the deadline for application?

Application deadline for international participants is June 1, 2014 Sunday.

### 7 Whom shall I contact for detailed information and further questions?

There is a TUSKON representative in your country. If you do not know our representative, please contact us at [wtb@tuskon.org](mailto:wtb@tuskon.org) for your further inquiries.

## Information

You can visit  
[www.tuskonwtb.com](http://www.tuskonwtb.com)  
for more information.

# TWTB 2014 Daily Schedule

Days	Explanation
<b>June 16, 2014 Monday</b>	<ul style="list-style-type: none"> <li>• Arrival in Istanbul</li> <li>• Check into Hotels</li> <li>• Historical and Touristic City Tour of Istanbul, Factory Visits</li> </ul>
<b>June 17, 2014 Tuesday</b>	<ul style="list-style-type: none"> <li>• Visiting Product Display Booths and Special B2B Meetings with Turkish Exhibitors</li> <li>• Opening Ceremony and Gala Dinner of Turkiye- World Trade Bridge 2014</li> </ul>
<b>June 18, 2014 Wednesday</b>	<ul style="list-style-type: none"> <li>• Visiting Product Display Booths and Special B2B Meetings with Turkish Exhibitors</li> </ul>
<b>June 19-20, 2014 Thursday and Friday</b>	<ul style="list-style-type: none"> <li>• Visits to Anatolian Cities                             <ul style="list-style-type: none"> <li>• Departure from Istanbul to selected cities in other parts of Turkiye</li> <li>• Factory, company and industrial zone visits</li> <li>• Local business matchmaking with Turkish companies</li> <li>• Historical, cultural and touristic tours</li> </ul> </li> <li>• Departure from Istanbul</li> </ul>

## What do people think about TWTB?

"The most important dimension of TUSKON's program was that it prepared the groundwork for business connections on which the sides would directly sit and talk on concrete agreements given the atmosphere of trust guaranteed by the confederation."

**Arturo Mendicuti Narro, president of the Mexico City Chamber of Commerce.**

"TUSKON event is an invaluable opportunity for us to promote the Kenyan market in Turkiye and also to reach out to a big number of businesspeople in Turkiye. It also builds bridges between importers and exporters."

**Michael Muasa Kilonzo, CEO of Concise Construction Company Ltd., Kenya**

"Interest in strengthening ties with Turkiye and other Middle Eastern partners has grown in the wake of Europe's slowdown. We would like to create direct investments, we want to strengthen imports, and we're trying to find out here what business we can do with Turkiye."

**Herbert Bautista, mayor of Quezon City in the Philippines.**

"TUSKON event was so impressive not only because of its scope and number of participants but also for the organizing party's professionalism and hospitality"- Roberto Horacio Eguía Benavides, owner of textile producer.

**Robles S.A. and president of the Association of Confectionary Industries of Paraguay (AICP)**

"We have been closely following Turkiye and thanks to the World Trade Bridge organized by TUSKON, we are now planning to invest in Turkiye and also supply some materials from Turkiye to our market."

**Hisham al-Jamal, Head of Jordan's Al-Jamal Trade.**

"I think it is a very good idea. ... We are meeting good materials suppliers and lots of businessmen who want to collaborate. We also now have a different perception of Turkiye."

**Paul Ghita, a general contractor from Romania.**

"This is the only kind of meeting in the region. There are plenty of opportunities here to make good contacts and strike a deal."

**Saliyev, owner of several retail stores in Kyrgyzstan's capital of Bishkek.**

## How to Apply

Please, contact your TUSKON country representative, if you don't know, please send an e-mail to [wtb@tuskon.org](mailto:wtb@tuskon.org)

### TUSKON ISTANBUL

Address: Merkez Mh.Abide-i Hürriyet Cad. Hanimefendi Sk. No : 135 / 4B 34381 Sisli / Istanbul

Tel: +90 212 315 83 00 (Pbx) Fax: +90 212 315 83 01

E-Mail: [info@tuskon.org](mailto:info@tuskon.org) Web: <http://www.tuskon.org>

### TUSKON WASHINGTON

Tel: 202-580-6644

Fax: 202-280-1066

E-Mail: [info@tuskonus.org](mailto:info@tuskonus.org)

Web: [www.tuskonus.org](http://www.tuskonus.org)

Address: 1701 Pennsylvania Ave,  
NW. Suite 300 Washington, DC, 20006 USA

### TUSKON BRUSSELS

Tel: 0032 2 230 50 01

Fax : 0032 2 513 33 35

E-Mail: [brussels@tuskon.org](mailto:brussels@tuskon.org)

Web: <http://www.tuskoneu.org/>

Address : Rue de l'Industrie 4  
1000 Brussels / Belgium

### TUSKON BEIJING

Tel: + 86 10 65639820

Fax : + 86 10 65639833

E-Mail : [info@tuskonchina.org](mailto:info@tuskonchina.org)

Web: <http://www.tuskonchina.org>

Address : Room 2917/29th floor,  
BLOCK C, Central International Trade Center,  
6A Jianguomenwai Street, Chaoyang District,  
Beijing (100022)

### TUSKON MOSCOW

Tel:+7 495 967 97 51

Fax: +7 495 967 97 52

E-Mail : [russia@tuskon.org](mailto:russia@tuskon.org)

Address: 105064, Moskova,  
ul. Zemlyanoy Val dom 9  
office 4085, Citydell i.

### TUSKON ADDIS ABABA

Tel: +251 115 572 440

Fax: +251 115 572 119

E-Mail: [tuskonau@tuskon.org](mailto:tuskonau@tuskon.org)

Web: [www.tuskon.org](http://www.tuskon.org)

Address: P.O. Box. 28413  
Addis Ababa, Ethiopia